

Minutes  
EAC/ACR National Executive Council Meeting (2013Q3)  
September 21–22, 2013  
Best Western Ville-Marie Hotel  
3407 Peel Street  
Montreal, QC H3A 1W7

**Present:** Jacquie Dinsmore, President  
Danielle Arbuckle, Vice-President  
Greg Ioannou, Past President  
David Johansen, Treasurer  
Ranee Holmes, Secretary  
Carolyn L Burke, Executive Director  
Lesley Cameron, Regional Director of Branches and Twigs, West  
Julia Cochrane, Regional Director of Branches and Twigs, East  
Marie-Christine Payette, Director of Francophone Affairs  
Gael Spivak, Director of Volunteer Relations  
Karen Virag, Director of Publications  
Ken Weinberg, Director of Training and Development  
Moir White, Director of Professional Standards  
Jocelain Hitchcox, Recording Secretary

**Regrets:** Michelle van der Merwe, Director of Communications

**Approval of minutes of June 7, 2013 (2013Q2)** distributed on September 11, 2013

**ACTION:** Moira White to distribute revised minutes to all who have seen the previous version.

**ACTION:** Lesley Cameron to get in touch with PP branch to let them know Branch/Twig membership categories will be changing under new governance.

**ACTION:** Carolyn Burke to circulate job descriptions of office staff, including Executive Director's role, to membership.

**1. Orientation for new members**

**ACTION:** Carolyn Burke, Jacquie Dinsmore, and Ken Weinberg to arrange sending agenda to general membership, inviting them to attend NEC meetings.

**ACTION:** Carolyn Burke to add names to EAC Organizational Chart 2013/2014 and post online in members' area. **CARRIED**

**The privacy of NEC meetings** was discussed and it was suggested that we revisit issue of minutes being made public. Greg Ioannou suggested it is good to have openness but there are redundancies that may not need to be public. Jacquie Dinsmore pointed out that she posts an

update on NEC affairs, and that this may be as much as most members want to read. Gael suggested we check wording of Act to see if board minutes have to be posted publicly.

**MOTION:** Moved by Greg Ioannou, seconded by Moira White THAT minutes of NEC meetings not be made available to non-members but that summaries of NEC meetings be made public.

**CARRIED**

**ACTION:** Michelle Ou to make adjustments on the website to carry out the motion by the end of October 2013.

**2. Actions arising from Q2 meeting** if not addressed elsewhere in Agenda.

- i) (Carolyn Burke) Postal code search fixed on ODE listings on website; Danielle Arbuckle mentioned plural/singular discrepancy hasn't been remedied.
- ii) (Adrienne Montgomerie) ODE guidance, how to video done, but not "how to write listings to maximize effect of ODE."
- iii) (Ken Weinberg) Software and process for conference recording options report to be carried forward.
- iv) Awards Task Force now in the Past President's portfolio.
- v) Branding Task Force to be dealt with later in meeting.
- vi) Review and update of job descriptions to be done by everyone by February meeting.
- vii) See above.
- viii) HH twig is now in the black and planning \$20 event, so we need to advance money for one year of twig transfer payments. This item is to be carried forward.
- ix) Treasurer and NEC re-evaluating ratio of national to branch transfer payments for 2014 budget planning meeting in November.
- x) Staff to visit Kingston twig by end of 2013. This item is to be carried forward.
- xi) Certification posting (blog) on website refreshed in past month and FAQs are done.
- xii) Conference resolution to "source locally for national conferences where feasible" is done.
- xiii) English and French document on emergency preparedness done; document was drafted by Gael Spivak and went through "exec read" in July 2013.
- xiv) Draft revision of reimbursement guidelines done.
- xv) Ken Weinberg will circulate online mid-November optional networking solutions for conference calls. **Discussion:** Spreecast works well for up to nine people. It was asked if all of NEC executive needs to be in conference call or online. Adobe Meet was talked about, where you can have a virtual meeting. Ken is looking for a way for NEC to meet that provides more detail than a conference call. If a free solution is not available, the November meeting will be set up as a teleconference call.
- xvi) Email group list was set up for "shadowing" period between June and September for NEC executive members taking over new jobs. Randee Holmes reported it was helpful.
- xvii) Online voting mechanism was set up to enfranchise new members.
- xviii) David Harrison alerted Randee Holmes to the above.

(Note: Items viii) and x) to be carried forward.)

**ACTION:** Gael Spivak to work with Marketing Chair to create a link on the EAC website to the LinkedIn discussion on improving an ODE listing.

**ACTION:** Staff to visit Kingston twig before the end of 2013.

**ACTION:** Ken Weinberg to circulate online communication solution for November meeting by early November.

**ACTION:** Greg Ioannou to add Awards Task Force timelines to next NEC meeting agenda for November meeting.

**ACTION:** Awards Task Force to give an update at next NEC meeting, in November.

**ACTION:** All NEC members are to review and update their own job descriptions by February 2014 meeting date.

### 3. Financial report

Carolyn Burke reported that the association is in a stable position financially, with enough reserves to support a three-month contingency fund. We are well on our way to increasing that contingency to a six-month back up. Publications revenue was higher than projected, the conference had no hot spots, and our investments are in good shape.

#### 3.1 Treasurer's report

After some discussion it was agreed to leave this item on agenda for future minutes.

### 4. Quarterly reports and business arising

**Secretary's Report:** David Harrison mentioned that he found the NEC listserv had too much "chat" on it.

Improving online voting procedure for NEC was discussed and it was decided that using Interactive Voice is the best option we have so far.

**Executive Director's Report:** Branch transfer fees (amount that branch loses when members go to twig) were examined; Carolyn Burke pointed out that most branches are losing money but not in dire straits. National is making money, but many branches' resources are decreasing as a result of formation of twigs.

**Branches and Twigs:** Question was raised if we have ever polled outlying area members to see if they are being well-served by EAC membership. Answer is no; Carolyn Burke pointed out that a geographical survey was done by Toronto branch using postal codes resulting in the formation of twigs. One way of improving benefits in all areas is to partner with other related groups (such as QAC with ATAMESL).

**Agrément:** We are in Phase 1 of a three- to four-year plan to review CAP Les normes de l'Agrément. This was originally envisioned as testing for competency in French which is different from English. The review will come back to the NEC group in March. When Sandra gets back to Moira White with revised copy Moira will send out to all.

**Website:** Branches and conferences are struggling with multi-media and wish to find ways of collecting media on the website. Carolyn Burke pointed out that there are two changes which need to happen from the backend of the site to enable better streaming: one is that streaming software needs to be sourced and the other is the website's capacity needs to increase. As a Drupal site, some solutions may be available from the platform itself.

It was suggested we should have real online presence with teasers, photographs, blogging, and so on to entice new members from the public part of the website.

**Standards:** Moira White pointed out that we need to review the professional editorial standards and recruit senior editors who understand and can oversee revisions; this review is mandated.

## 5. Conference updates

An offer was mentioned at Halifax Conference for 2016 Conference to be held in Victoria, B.C. The challenge that we have now is that we have no sure host for 2015 and 2014 is well underway. Ideally the hosts for 2014 and 2015 should be working together by now. A possibility for 2015 is Calgary (Canmore or Banff) but Ken needs to clarify if this is a real option.

**ACTION:** All NEC members to add [CHAT] tag to NEC listserv emails that are not relevant to the professional business of the NEC.

**ACTION:** David Johansen and Jacquie Dinsmore to help Carolyn Burke analyze if the current 10% transfer fee to branches is fair. This will be done by mid-November in time for the budget meeting.

**ACTION:** Moira White to report back to NEC with results of the CAP review when she has heard back from Sandra.

**ACTION:** Carolyn Burke to prepare brief for a task force to research the feasibility of having a media library on our website. The task force will be struck under Ken Weinburg with a deadline of February so that any task force findings and recommendations are reported in time for inclusion in the March meeting.

**ACTION:** Ken Weinberg to contact Frances Peck to secure the commitment of the BC Branch regarding hosting the 2016 Conference in Victoria.

**ACTION:** Ken Weinberg to contact Virginia Durkson in the next week about Calgary hosting the 2015 Conference.

**ACTION:** Carolyn Burke, Ken Weinberg, Karen Virag, Lesley Cameron and Jacquie Dinsmore to have a conference call within the coming week to decide on strategic next steps for approaching the PPB regarding hosting the 2015 conference.

**ACTION:** Carolyn Burke to send a thank-you letter on behalf of the NEC and task force to West Coast Editorial Associates for their renewed support of award.

#### **10. Nominations Committee**

Greg Ioannou reported that he is trying to make the process less bureaucratic by making the committee less centralized: he would like to populate the nominations committee with volunteers from branches and twigs. Greg would prefer to interview candidates over having them fill out a form. It was suggested that the opportunity to work with NEC needs to be made apparent to members.

**ACTION:** Julia Cochrane and Lesley Cameron to spread word to their constituents that we are looking for volunteers from branches and twigs to populate the nominations committee.

**ACTION:** Greg to follow up with potential nominees by phone to discuss the responsibilities and expectations of the position rather than having the nominee complete a form.

**MOTION:** Moved by Greg Ioannou, seconded by Gael Spivak THAT Patricia MacDonald be Volunteer Committee chair of Nominations Committee. **CARRIED**

#### **11. Name change of *Active Voice/ Voix active* newsletter and *Active Voice/Voix active's* editor's title**

**MOTION:** Moved by Karen Virag, seconded by Greg Ioannou THAT the name of the Newsletter Committee be changed to the National Magazine Committee. **CARRIED**

**MOTION:** Moved by Karen Virag, seconded by Moira White that the name of Editor-in-Chief be changed to the *Active Voice/Voix Active* National Magazine Editor-in-Chief. **CARRIED**

#### **12. Clarification of Executive Director's role**

**ACTION:** Carolyn Burke to send orientation email to all branches regarding the five staff positions and their responsibilities.

#### **13. Adjournment**

**MOTION:** Moved by David Johansen, seconded by Moira White THAT we adjourn the meeting at 5:00 p.m. until tomorrow. **CARRIED**

#### **14. Call to Order**

President Jacquie Dinsmore welcomed everyone back and meeting was called to order on Sunday September 22, 2013 at 9:00 a.m.

#### **15. Branding task force**

Greg Ioannou reported that this task force has been around for four years yet its goals remain unclear. Carolyn commented it is best to have deadlines for task forces to ensure they do not go on too long. Greg suggested there are three options for this project:

- Greg can take it on
- Another member can take it on
- We can hire someone from outside to take it on

Danielle Arbuckle mentioned that this had already been assigned to Gael Spivak who has connections in marketing/branding. Carolyn Burke said she felt it would be good to bring in professionals to present who we really are and to work with member experts.

**ACTION:** By early November, Carolyn Burke and Gael Spivak to prepare a brief that describes the responsibilities and timelines of the branding task force. The deadline for the branding task force to complete its work shall be April 2014.

**ACTION:** Julia Cochrane to respond as soon as possible to constituents' requests for an update on the branding task force.

#### **16. Committee plans**

Carolyn Burke says she has received a few plans. Moira White said she needs to find a new chair for the Professional Standards Committee. Greg Ioannou asked if the process for getting plans is working. Gael Spivak pointed out that information that comes from the strategic plan is relevant to committee plans. Carolyn Burke feels that structure is needed, and that there should be a financial report included as part of the plans.

**ACTION:** Carolyn Burke and Moira White to discuss the mandate of the Professional Standards Committee.

**ACTION:** Moira White to look for a new chair for the Professional Standards Committee.

**ACTION:** Carolyn Burke to redraft the quarterly committee report templates to include plan updates and come up with a template that combines the plan and quarterly reports from the committees by end of October.

**ACTION:** Marie-Christine Payette to complete the English-to-French translation of the above-mentioned reporting format by end of October.

#### **17. Special report by Certification Committee chairs**

Ken Weinberg read aloud the report submitted by Janice Dyer and Anne Brennan presenting pros and cons to introducing a new test for proficiency, which could be taken before the current

certification tests for excellence. Following that, the value of surveying students, members, and schools was discussed. Gael Spivak voiced the concern that tying certification of any kind to membership could be unwelcoming to new members. Moira White pointed out that any change needs to be well-managed with a healthy warning period, such as we have done in the past; also that if we're going to have proficiency testing, we must have a vote with the membership. Carolyn Burke said it is important to explain the difference between testing for proficiency and excellence.

It was agreed that the only way proficiency testing can work is if it is proposed to the whole editing community, not just membership, and that it be French and English at the same time. That proficiency testing is different than the French Agrément was discussed. Jacquie Dinsmore suggested that there needs to be a business plan approach to formalize the project including assigning a budget.

Moira White pointed out that the committee is asking if the NEC wants to move forward with this. Is the NEC prepared to do the up-front work first, i.e. go to colleges and universities? And if so, how do we proceed?

**ACTION:** Moira White to take back to the CSC the feedback that the Proficiency Testing Feasibility Report was well presented, measured and researched.

**ACTION:** Moira White to circulate to the NEC the Agrément document by September 23, 2013.

**ACTION:** Carolyn Burke to circulate to the NEC the results of the survey taken 12 years ago regarding certification.

**ACTION:** Carolyn Burke and Moira White to work with the CSC to develop a business plan for proficiency as soon as possible.

**MOTION:** Moved by Moira White, seconded by Greg Ioannou, THAT the NEC support, in principle, proficiency testing. **CARRIED**

## **18. Other business**

There was no other business to discuss.

## **19. Date and location of next meeting**

A date of February 8 and 9, 2014 — earlier in the year than usual — was agreed upon given that there is a longer time between face-to-face meetings this year than is customary.

Greg pointed out that it is six years since we met in Edmonton. Jacqueline suggested the NEC go to a city we are considering for the 2015 conference. Karen pointed out that cost is the reason we cut back on one face to face meeting, so we should meet where it is least expensive, and

that that location would be Toronto. Since Ken is having a discussion within the week to determine if Calgary is interested in hosting the 2015 conference, it was suggested we vote between the west (Calgary/Edmonton) and Toronto. The results were: West 6, Toronto 4.

(Note: The point was made that the vote question should not be exclusively focused on finances as there are political reasons for going to various cities.)

**ACTION:** Carolyn Burke to cost out the expenses associated with meeting in Toronto, Calgary and Edmonton within the next couple of weeks. This will be followed by an online vote.

## **20. In-camera session**

## **21. Adjournment**

**MOTION:** Moved by Lesley Cameron, seconded by Marie-Christine Payette to adjourn at 12:25 p.m. **CARRIED**